



## **AGENCY REQUEST FOR PROPOSALS (RFP)**

**The United Kingdom (UK) and the Nordic Region**  
Trade Representative/Marketing Services Agency  
and/or Consumer Public Relations and Advertising Agency

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The California Walnut Commission (CWC), headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in the United Kingdom since 2017 and have recently added the Nordic Region to its program. In order to increase awareness and utilization of walnuts by commercial users as well as consumers, an assortment of promotional and educational programs must be designed, implemented, and evaluated.

The CWC has utilized a Trade Representative/Marketing Services Agency to represent its interests among British importers and retailers for the purpose of maintaining a close working relationship with all levels of the trade, including, but not limited to, the food processing industry (bakers, confectioners, etc.), importers, wholesalers, distributors, retailers, HRI, culinary institutions, and other organizations involved in the channels of commerce, vis-à-vis, walnuts from California. The main focus for the program will be in the UK; however, retail promotional opportunities in the Nordics may also be pursued. A Consumer Public Relations and Advertising Agency has also been utilized to employ a multi-channel approach to raise consumer awareness of the uses and benefits of walnuts from California. This includes outreach to the healthcare professional community as well as direct to consumers. Consumer PR/advertising will only be conducted in the UK.

Agencies may submit proposals for one or both RFPs (trade and consumer). If the agency is interested in both RFPs, separate proposals for each must be submitted. If different agencies are chosen for trade and consumer work, they should be prepared to collaborate with one another. It's helpful if companies, or primary agency representatives proposed for the CWC's account, have prior experience working with agricultural commodity groups and/or generic (non-branded) entities in the food and beverage sector to be considered.

Under the U.S. Department of Agriculture Market Access Program (MAP) regulations, the CWC is required to rebid the account and is soliciting proposals from interested firms. The RFP guidelines, selection criteria, and background information can be obtained from:

California Walnut Commission  
110 Woodmere Road, Suite # 250, Folsom, California 95630 USA  
Telephone: (916) 932-7070; Email: [Intrfp@walnuts.org](mailto:Intrfp@walnuts.org)

All inquiries and requests must be made in writing and in English. All proposals must be **submitted on or before Friday, July 31, 2026**, as specified in the proposal guidelines.

The CWC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance programs. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). The CWC is an equal opportunity employer and provider.